

Message Text

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ACTION AF-06

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R 180755Z JUN 75

FM AMEMBASSY KINSHASA

TO SECSTATE WASHDC 3149

UNCLAS KINSHASA 5349

E.O. 11652: N/A

TAGS: AFSP, CG

SUBJECT FY 77 COMMERCIAL BUDGET

REF: STATE 125009

1. FOLLOWING FY77 COMMERICAL BUDGET REFLECTS POST'S EXPECTATION THAT BASIC SPENDING PATTERN PROJECTED FOR FY76 WILL BE MAINTAINED IN FY77. MOST SIGNIFICANT DEVIATIONS REFLECT ANTICIPATED INCREASE IN POST SUPPORT OF MORE NUMEROUS TRADE PROMOTION EVENTS UNDER CONDITIONS OF EXPECTED BRIGHTENING ECONOMIC SCENE IN ZAIRE BEGINNING LATE 1976. EMBASSY ANTICIPATES TWO POST-CONDUCTED MARKET RESEARCH PROJECTS DURING FY77, THREE PRODUCT CAMPAIGNS AND TWO OR THREE OTHER PRIORITY CAMPAIGNS (INCLUDING, PROBABLY, AGRIBUSINESS SECTOR PARTIALLY DEFERRED IN FY76).

2. COMPARISON OF FIGURES PROJECTED BELOW WITH FY76 BUDGET WILL SHOW THAT FY76 FIFTH QUARTER FIGURES HAVE BEEN SUBTRACTED TO PERMIT VALID PROJECTION, BUT THAT CONSERVATIVELY ESTIMATED 35 PERCENT INFLATION RATE HAS BEEN FACTORED IN FOR ALL COSTS OF LOCAL PROCUREMENT. FY75 INFLATION RATE WILL EXCEED 40 PERCENT ALREADY RECORDED FOR CY74. FY76 WILL PROBABLY BE MARKED BY SHORTAGES IN SOME CRITICAL SECORS WHICH WILL CONTINUE TO FUEL INFLATION NEAR 1975 RATE. WHILE ANTICIPATED IMPROVED AVAILABILITY OF FOREIGN EXCHANGE IN FY77 SHOULD MEAN GREATER AVAILABILITY OF WIDE VARIETY OF CONSUMER GOODS AND RESULTING EASING OF CURRENT DEMAND-PULL INFLATION, COST-PUSH ASPECT OF PROBLEM WILL REMAIN.

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3. EMBASSY SEES LITTLE POSSIBILITY OF PURCHASING CONTRACT

COMMERCIAL SERVICES LOCALLY IN FY77.

4. THE FOLLOWING FIGURES SHOW ESTIMATED DIRECT COSTS FOR
FY77 BUDGET ITEMS, BROKEN DOWN BY TRAVEL (T), REPRESENTATION
(R), PRINTING AND MAILING (P/M), AND OTHER (O) WHICH INCLUDES
GRATUITIES, MAGAZINE, PERIODICALS, SPECIAL SUPPLIES, ET.

PRODUCT CAMPAIGNS		R	P/M	O	
THREE CAMPAIGNS	1620	290	165	355	
OTHER PRIORITY CAMPAIGNS					
TWO OR THREE CAMPAIGNS					
INCLUDING AGRIBUSINESS	865	140	75	230	
CAMPAIGN RESOURCES	2485	430	240	585	
OTHER ACTIVITIES					
4.1 TRADE PROMOT EVEN SUPPORT	1890	270	55	300	
4.2 MARKET RESEARCH SUPERVISION	0	0	0	0	
4.3 POST CONDUCTED MKT SURVEY	1080	100	25	100	
4.4 PRODUCT THEME RECOMMENDATE	0	0	0	0	
4.5 BEST PROSPECTS REPORT	215	0	25	110	
4.6 CONSUMER GOODS REPORT	0	0	25	110	
4.7 TRADE POLICY	210	0	0	10	
4.8 FOREIGN BUYERS PROGRAM	100	0	50	20	
4.9 EXCON	0	0	0	0	
4.10 CERP	650	55	25	120	
4.11 CREP ALERT	650	55	0	115	
4.12 AGRICULTURAL PROMOTION	540	0	10	110	
4.13 INVEST PROMOTE FACILITATE	650	160	25	10	
4.14 PROGRAM MANAGEMENT	0	0	0	0	
4.15 BUSINESS SERVICES	215	160	25	325	
4.16 PERSONNEL TRAINING	0	0	0	0	
4.17 MONITORING PUBLICATIONS	0	0	25	0	
4.18 COMMERICAL NEWSLETTER	55	0	755	215	
4.19 EXIM BANK	0	0	0	0	
4.20 VISIT U.S. A.	110	0	10	0	
4.21 WTDR	215	0	25	270	
4.22 ADS	215	0	25	0	
4.23 FTI	110	0	25	0	
4.24 MAJOR PROJECTS	110	0	10	0	
4.25 TRADE OPPORTUNITIES	325	110	25	110	
4.26 OFFICIAL VISITORS	325	0	0	0	

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TOTAL OTHER ACTIVITIES	7665	910	1165	1935
TOTAL BUDGET REQUEST	10150	1340	1405	2520
GRANT TOTAL ALL CATEGORIES			15415	
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